

CLAIMS

1. (Previously presented) A method of displaying an ad on a video replay system, comprising:

entering a pause mode in response to a user action;

obtaining an ad; and

after entering the pause mode, displaying paused content on a display of the video replay system during a time delay greater than zero seconds and, after the time delay has elapsed, displaying the ad on the display of the video replay system.
2. (Previously presented) The method of claim 1, further comprising:

allowing a user to set the time delay.
- 3-4. (Cancelled)
5. (Original) The method of claim 1, wherein the ad is a commercial ad.
6. (Original) The method of claim 1, wherein the ad is a user-selected picture.
7. (Original) The method of claim 1, wherein the ad is a user-selected still photograph.

8. (Original) The method of claim 1, wherein the ad is a user-selected video clip.

9. (Original) The method of claim 1, wherein the ad is a still commercial ad.

10. (Original) The method of claim 1, wherein the ad is a commercial ad containing a video clip.

11. (Original) The method of claim 1, wherein the ad is a video animation.

12. (Cancelled)

13. (Original) The method of claim 1, wherein the ad is obtained from an ad placement engine.

14. (Original) The method of claim 1, wherein the ad is obtained from external storage.

15. (Previously presented) The method of claim 1, wherein the ad is downloaded from a computer connected to the video replay system.

16. (Previously presented) The method of claim 1, further comprising displaying a pause banner during the pause mode.

17. (Original) The method of claim 1, wherein the ad is a full-page ad.
18. (Original) The method of claim 1, wherein the ad occupies less than all of the display.
19. (Cancelled)
20. (Previously presented) A computer program product, having computer instructions stored thereon to cause a video replay system to perform a method comprising:
- entering a pause mode in response to a user action;
 - obtaining an ad; and
 - after entering the pause mode, displaying paused content on a display of the video replay system during a time delay greater than zero seconds and, after the time delay has elapsed, displaying the ad on the display of the video replay system.
21. (Previously presented) The method of claim 1, wherein the user action is selected from the group consisting of (i) a user pressing a pause key on a screen of the display, and (ii) a user pressing a pause key on a remote control.